C2'110-1

$1.25 a copy; $52 a year

Thursday, September 27, 1984

Advertising Age

The International Newspaper of Marketing

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Chrysler, Chevy trimming tv ads

By RALPH GRAY and JESSE SNYDER

Chrysler Corp., joining Chevrolet in shunning high-cost tv advertising, will cut network tv spending by about 8% for model year 1985.

That will pare tv's share of the Chrysler ad dollar by 2% or 3%. In 1983, Chrysler spent 50% of its $200 million media budget in the medium.

At Chevrolet, the auto marketer said it won't renew its sponsorship of the Super Bowl at $1 million a minute (AA, Sept. 24). That won't be the only casualty, said Thomas A. Staudt, general marketing manager.

"The contracts the networks negotiate in some of the sports and entertainment fields lead us to look very carefully at those specific properties," Mr. Staudt said.

Chrysler, too, is looking past the Super Bowl. "Chrysler couldn't afford the Super Bowl last year," said A.J. (Bud) Liebler, Chrysler-Plymouth general marketing manager. "I don't have a lot of million bucks and I can think of a lot more efficient ways of spending those million dollar blocks."

Chrysler is cutting 2% to 3% from tv's share because of "escalating costs and continuing fragmentation of the audience," Mr. Liebler said. The best guess is that Chrysler will divert $7 million to $10 million from tv. For Chrysler-Plymouth, ad spending is shifting to more print, radio and cable tv, Mr. Liebler said. And Dodge division will move more dollars to cable and magazines, said Joseph Caddell, general marketing manager. Both men were in New Orleans at a national press conference.

Chevrolet already has said it will increase cable and magazine ad spending. The magazine share goes from 22% of the ad dollar to 28%, or an estimated $6 million to $8 million gain. Chevy's total ad budget in 1983 was $178 million, of which about $96 million was on tv.

"We've been running very sharp cost in-

(Continued on Page 65)

Landau probes expand

By ROBERT RAISSMAN

NEW YORK—Miller Brewing Co. this week reportedly staged its own investigation into the bankrupt Robert Landau Associates and decided to pay more than $200,000 to suppliers who worked on Miller projects through the sports-marketing agency.

Meanwhile, ABC Inc., listed by Landau as its biggest creditor, is said to be investigating reports questioning ABC's financial dealings with Landau. ABC Inc. is listed by Landau as owed $1.1 million, while ABC Sports is owed $96,000. Neither Landau nor ABC would explain the nature of the debt.

The Miller action comes after reports that Landau had diverted

(Continued on Page 65)

Refined scent

"Classic yet modern"—that's how Yardley of London describes its new cologne, Blac Label. Prir ads for the product, priced slightly higher than the Beecham Cosmetics subsidiary's other male scents, break in November consumer magazines. Zwiren & Wagner, Chicago, handles. *See story on Page 65.*

Feds probe MTV's video license deals

By SUSAN SPILLMAN

The U.S. Justice Department is investigating possible antitrust violations stemming from MTV: Music Television's contracts with five record companies providing for exclusive play of selected music videos on the cable network.

A spokeswoman for the Justice Department, confirming the investigation, said, "There is no way of knowing how long the investigation will take." She added that the department could file suit if antitrust violations are discovered.

An MTV spokesperson said, "We have received a routine inquiry from the Justice Department and we are cooperating fully. We are confident that our agreements with the record companies do not violate the anitrust laws. In particular, we believe the exclusivity provisions are appropriate and valid—exclusivity being a common and accepted feature of entertainment-industry contracts."

In the cable industry alone, for example, both Home Box Office and Showtime/Movie Channel have similar agreements with various movie studios for the exclusive play of selected films.

MTV has contracts that provide for some exclusivity with RCA, MCA, Polygram, CBS and Geffen.

(Continued on Page 63)

Agency gets long-range strategic assignment

Burnett with edge at H-P?

By CLEVELAND HORTON

Hewlett-Packard, which last week abruptly fired its agency, assigned Leo Burnett USA, Chicago, this week to create a long-range, strategic advertising plan for H-P's personal computer line.

The firing came as somewhat of a shock for J. Walter Thompson USA, San Francisco, the former agency (AA, Sept. 24). It occurred immediately after Angelo Pagano, formerly with Richardson-Vicks, Wilton, Conn., was installed as H-P's new advertising manager.

Although Burnett appears to have won the $20 million H-P account, a spokesperson for the Palo Alto, Cal., computer marketer noted the agency has been assigned only strategic planning.

In the interim, Dancer Fitzgerald Sample, San Francisco, which handles H-P's information systems group, will take over the personal computer account.

H-P, which introduced its first "mainstream" microcomputer only 12 months ago, markets two personal computers. It has risen quickly to the top ranks of the category, competing directly with IBM, Apple Computer and Tandy/Radio Shack.

Industry analysts are reluctant, though, to credit H-P's rapid rise in sales to JWT's work. One analyst estimated that as much as 60% of H-P's personal computer sales were completed by the company's in-house sales team, which relies less on the effectiveness of advertising than on sales through retail outlets.

Some agency insiders speculate H-P will consolidate the personal computer and information systems accounts, presenting a larger agency with an attractive opportunity for domestic and international assignments.#

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Presstime

Heublein drops Scali, in market for agency

FARMINGTON, CONN.—Heublein Inc. and Scali, McCabe, Sloves have terminated their relationship, in which the agency handled advertising for Harvey's Bristol Cream sherry and Don Q rum, with combined billings estimated at $6 million. Heublein said it has no deadline for picking a new agency, but all agencies doing work for R.J. Reynolds Industries, Winston-Salem, N.C., Heublein's parent company, would be considered. Marvin Sloves, Scali's chairman, said the agency is seeking another distilled-spirits account.

TBS signs three advertisers for music channel

ATLANTA—Turner Broadcasting Systems' new Cable Music Channel to debut next month has signed three advertisers so far: TriStar Pictures, Paramount Pictures and Wrigley.

Byoir set to acquire Golin/Harris

CHICAGO—Carl Byoir & Associates, the public relations arm of Foote, Cone & Belding Communications, is expected to finalize an acquisition agreement with Golin/Harris Communications, a public relations

(Continued on Page 65)

Regional Update

New column of news with a regional twist debuts in this issue, on Page 64.

FTC acts on toothpaste ad, razor claims

By STEVEN W. COLFORD

WASHINGTON—Shane toothpaste and its lofty claims for treating herpes, mouth sores and gum diseases have become the target of a Federal Trade Commission complaint charging the product's ad claims were unsubstantiated.

In a separate and unanimous action, the FTC said it will continue to require two clinical tests to support ads for a pair of electric razors marketed by North American Philips Corp. (Norelco) and Sperry Corp.

The companies claim their products can cure or alleviate a shaving-related skin problem among black men.

The Shane case stems from past claims in radio and tv advertising by the Jerome Milton Corp., Chicago, for its $5.95-a-tube Shane toothpaste.

FTC, besides rejecting the gum disease assertions, said the marketer and Jerome Milton Schulman, the product's developer, "deceptively claimed" Shane was superior to other toothpastes in reducing or eliminating plaque and that its use would reduce tooth sensitivity to hot and cold.

Among the spots cited by the FTC was a person-on-the-street-type testimonial from a Shane user who, after only 3½ months, said the toothpaste had performed a "miracle" in her mouth.

The user "had recently visited her dentist and was told that all her bottom teeth had to be extracted," the ad copy said. "Her gums were infected, her teeth were loose and she was sensitive to hot and cold. She started using Shane toothpaste and. . .all her problems were gone. She's even back to enjoying corn on the cob."

The commission scheduled a Nov. 5 hearing for the toothpaste company to appear before an administrative law judge here.

Mr. Schulman, who is president of Jerome Milton, refuted the FTC complaint by saying that his ads make no claims. "All we do is quote dentists and people who use Shane toothpaste," he said. "We get permission from these people to quote their testimonials; we use their names and cities. I don't know why the government wants to pick on me, unless it is against small businessmen like me."

Mr. Schulman, who does his own ads, stopped airing tv spots in all 30 selected markets in December once

(Continued on Page 65)

Arby's spuds strut their stuff

Paul Dukas' The Sorcerer's Apprentice serves as musical background for the dancing spuds in Arby's new network campaign breaking next week (AA, Sept. 10). The spots promote the chain's Superstuffed Baked Potatoes. Grey Advertising, New York, is the agency. *(See related story on Page 64.)*

Hearst, ABC offer millions for programs, ads

Lifetime gets lifeline

By SUSAN SPILLMAN

NEW YORK—The troubled Lifetime cable network will overhaul its programing and launch its first consumer advertising campaign in January, with help from a $25 million cash infusion from its parent company Hearst/ABC-Viacom Entertainment Services.

Lifetime's health-oriented programing will be traded in for a 24-hour schedule of "broader-based entertainment and informational shows," nearly all of which will have an interactive element via telephone.

The channel will borrow radio's successful call-in talk show format, said Tom Burchill, the former RKO Radio Network president who was brought in to revamp Lifetime earlier this year.

The interactive element will consist of viewers calling to ask questions, request information or register votes for polling programs.

At least half of Lifetime's schedule will be comprised of new shows, most of which are still in development. Two of the new shows are "Your Money," a call-in show offering money tips, and "America Talks Back," a call-in show in which viewers offer their opinions on issues.

Lifetime debuted in February, the result of a merger between the now defunct Daytime and Cable Health Network channels. Since then, the network's ratings

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Highlights

Chrysler Corp., joining Chevrolet in shunning high-cost tv advertising, will cut network tv spending by about 8% for model year 1985. *See Page 1.*

Miller Brewing Co. reportedly will pay money owed to creditors of the bankrupt Robert Landau Associates involved in Miller projects following the brewer's own investigation last week of its relationship with the sports-marketing and promotion agency. *See Page 1.*

Nearly 20 years to the day after Mrs. Olson began pitching "mountain-grown" Folger's coffee, Procter & Gamble is restaging Folger's ground with a new package and an ad effort noticeable for what it lacks—Mrs. Olson. *See Page 2.*

Lifetime cable network will overhaul its programing and launch its first consumer advertising campaign in January, with help from a $25 million cash infusion from its parent company. *See Page 2.*

Renfield Importers soon will break the first McCann-Erickson-created campaigns for Martini & Rossi vermouth and Asti Spumante sparkling wine. *See Page 3.*

Young & Rubicam's Marsteller subsidiary and Eurocom's Havas Conseil have been merged through a joint venture into Havas Conseil Marsteller, a shop with $500 million in capitalized billings in the U.S. and Europe. *See Page 3.*

An industry analyst gave newspaper ad executives little hope for a return of the gold-rush days of cigaret advertising revenues as he predicted the industry will decline and concentrate on low-price products with little advertising support. *See Page 3.*

DIRECT MARKETING

A direct-marketing management consulting company has developed CatalogScan, a historical database of mail-order catalogs. *See Page 6.*

Shaklee Corp., the San Francisco-based direct-sales marketer, is trying its luck with cosmetics again. *See Page 6.*

Atlanta-based BellSouth National Publishing will begin distribution next month of its first regional industrial telephone directory in Florida and Georgia. *See Page 7.*

FMG Telecomputer has opened two automated telephone service centers that together can place up to 400,000 phone calls a day. *See Page 7.*

SPECIAL REPORT

Sweets and desserts have returned to prominence on grocers' shelves. Health-conscious Americans are dipping into premium ice creams and frozen novelties, cheesecakes, candy and cookies. *See Page 11.*

Cake mixes fell on hard times in the 1970s when Americans became health-conscious and the birth rate declined. Even the migration of many women into the paid work force has not had a major positive impact on cake-mix sales. *See Page 38.*

In-store bakeries have become a staple of successful full-service supermarkets. The scarcity of time for many two-income families makes the convenience of prepared products a must. *See Page 46.*

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Vol. 55, No. 64—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except three times a week the last week in March, the second week in September and except once a week the third week in November, the third week in December, the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48013. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.

$1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

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Folger's perks minus Mrs. Olson

By GAY JERVEY

Nearly 20 years to the day that Mrs. Olson began pitching "mountain-grown" Folger's coffee, Procter & Gamble, Cincinnati, O., is restaging Folger's ground with a new package and an ad effort noticeable for what it lacks—Mrs. Olson.

Now airing in major markets, the new campaign has no spokesperson, but relies instead on a slice-of-life approach that features a ranching family facing the day with Folger's. According to a P&G spokesman, the new strategy reflects the brand's repackaging, rather than any stress between P&G and its leading lady, whose real name is Virginia Christine and whose age the company would describe only as "elderly."

Asked if Mrs. Olson eventually will be phased out, P&G's spokesperson said, "There is really no way to tell," stressing the company has experimented with campaigns minus Mrs. Olson before, and that

(Continued on Page 63)

Rosenshine to succeed Crawford

New era at BBDO

By STEWART ALTER

In what was more of a surprise in timing than in substance, Bruce Crawford, 55, has decided to step down as chief executive officer of BBDO International and Allen Rosenshine, 45, has been elected his successor.

Mr. Crawford will have been president-chief executive officer for eight years when he retires on March 31 and assumes the newly created post of chairman until the end of 1985.

Although his decision to step down is not surprising, the timing is. It was only a few weeks ago that he made the decision, he said, which was presented to the regularly scheduled board meeting for a vote this past Monday.

B. Crawford

A. Rosenshine

"I believe a former ceo should stay around for seven or eight months and then get out. I don't think a new ceo needs the last one

(Continued on Page 63)

BEST AVAILABLE COPY

Havas gets its U.S. tie via Y&R

By STEWART ALTER

NEW YORK—In a single stroke, Young & Rubicam has found a way to double its Marsteller subsidiary's $250 million in billings and the French-based Eurocom S.A. finally has found a long-sought means to reenter the U.S. market.

When the deal is complete, Y&R also will begin to rival JWT Group and Dentsu as the next largest agency group, behind Interpublic Group of Cos.

Although there will be no equity exchange, Marsteller has reached an agreement, effective Jan. 1, to merge with Havas Conseil, one of Eurocom's five European ad agencies. The new shop, to be called Havas Conseil Marsteller, will have $500 million in 1984 capitalized billings.

Eurocom, a holding company 45%-owned by the French government, comprises four local agencies, Havas, Belier, Futurs and Ecom, and an international arm, Univas. (Havas has a strong regional network in France.)

The president-chief executive officer of Havas Conseil Marsteller will be an American, who will not come from Y&R or Eurocom and whose name will be announced soon. Eurocom vp-director general Bernard Brochand is chairman of the merged company.

Mr. Brochand told reporters in France the deal had cost Eurocom very little in the initial outlay. Eurocom will own 51% of the new agency.

The five-office U.S. operation, with $200 million in billings, remains headed by Marsteller U.S. president Louis Magnani, who will be president-chief operating officer of the merged agency in the U.S.

Alain de Pouzilhac, now president-director general of Havas Conseil, becomes president-chief operating officer of the European group, which will include about $300 million in billings distributed in 14 French offices and 13 in other European countries. Marsteller brings a London branch to Havas' network for the first time.

Y&R chairman Edward Ney observed that a size of $500 million in billings was a necessary "mass" for building a major international agency and it was "difficult" for Marsteller to accomplish that growth from the $250 million level.

Marsteller has only $50 million in European billings, distributed through five major and two service-only offices in Europe.

Y&R-France, already the fourth-largest agency in that country, now hooks up with the second-largest, Havas.

This is Y&R's second approach to international expansion through a joint venture in recent years. The first was a 1981 joint-venture agency network, DYR, owned half by Dentsu, Japan, and half by Y&R.

While DYR later swallowed up some of Y&R's less successful agencies internationally, the Eurocom-Marsteller merger includes all of Marsteller's offices.

The second big Y&R joint-venture is CDP International, a network still in the birth stages formed with Collett Dickenson Pearce, with Y&R as a minority shareholder.

There are reportedly no client conflicts and no shared brand assignments yet in the Eurocom-Marsteller merger. The only shared client is BSN, for whom Marsteller handles Dannon yogurt in the U.S., while Havas handles other products in Europe. Other main Marsteller clients include Dow Chemical, Minolta, Beatrice, Exxon Office Systems, R.T. French and Spiegel. Havas' main clients include Air France, Chanel, Meridien Hotels, Peugeot, Woolmark and Israel Tourism.

Spurred by its clients, Eurocom, with billings exceeding $1 billion, has been trying to return to the U.S. following its last disastrous entry in the late 1970s. It acquired Kelly, Nason in 1977, a New York agency whose $45 million in billings dropped precipitously to $13.5 million only two years later, at which point the shop was sold back to its American employes.

Eurocom's Univas came close to forming a link with Scali, McCabe, Sloves, New York, a subsidiary of Ogilvy & Mather International, but that deal fell through in January (AA, Jan. 14).

Sources said part of the reason for Univas' failure to buy a piece of SMS was confusion over to whom SMS would report in the pretzel-like structure of Eurocom.

Known to have approached other U.S. agencies as well, Eurocom reportedly is still looking for an American link for Univas.

Jean-Pierre Audour, Univas chairman, said he will announce a link with a big U.S. agency next month.#

Renfield Importers shunned the traditional "glass and bottle" shot and sought a different kind of atmosphere in this ad for Martini & Rossi vermouth. "The ad has mystery, intrigue, romance," said Frank Iorio, the company's marketing manager. McCann-Erickson is the agency.

M&R puts big bucks behind wine products

By GAY JERVEY

NEW YORK—Renfield Importers' new campaigns for its Martini & Rossi vermouth and Asti Spumante sparkling wine demonstrate two growing axioms in the distilled-spirits product category: Winning brands will be those backed by the biggest ad budgets and those that move away from the standard "glass-and-bottle" creative approach.

The campaigns, the first by McCann-Erickson since it snared the accounts from sister Interpublic agency SSC&B in March, will have the largest dollar backing in either brand's history. The creative will spotlight people in action, with closely cropped angles intended to suggest mystery and high living.

Themed "Martini & Rossi. In a glass by itself," the $4 million vermouth campaign represents almost a 23% increase compared with last year's brand expenditures. Designed to appeal to a sophisticated, upscale audience, the campaign will kick off with a combination of full and half-page color spreads in the October issues of *Bon Appetit, Esquire, Life, People, Playbill* and *Vogue*.

The ad depicts the finishing moments of a pool game; a female, crouched, peers over the pool table with one hand on a Martini & Rossi on the rocks. Next to her, leaning in a cool pose, is a male opponent—face unseen—Martini & Rossi in hand.

"The ad has mystery, intrigue, romance," said Frank Iorio, marketing manager at Renfield Importers. "I thought the other executions lacked the mystery that

(Continued on Page 65)

Cigaret market is burning out, analyst says

By WILLIAM GLOEDE

NEW YORK—A group of newspaper advertising executives, already smarting over the loss of cigaret advertising dollars during the past year, last week heard John C. Maxwell Jr., managing director of Ansbacher-Laidlaw here, predict that things are not likely to improve.

"I think, basically, we've probably seen the highs in smoking in this country," said Mr. Maxwell to advertising executives at a Million Market Newspapers sales seminar here.

The cigaret marketers, he explained, are suffering from a health-conscious public, a hungry government and their own pricing.

The doubling of the federal excise tax on cigarets in 1983 from 8¢ to 16¢ contributed heavily to the industry's loss of 4½% of its market that year.

Mr. Maxwell does not expect that the tax, which is scheduled to lapse in October, 1985, will disappear.

The increases in local taxes and in the wholesale prices of cigarets this year will contribute to another 1% to 2% drop in consumption, he predicted.

The brightest spot in the industry is provided by economy brands, Mr. Maxwell said. Durham, N.C.-based Liggett & Myers' generic and private-label brands, when added to Winston-Salem, N.C.-based R.J. Reynolds Tobacco Co.'s Doral generics (which had a 0.5% share in July), Louisville-based Brown & Williamson's new line of generics and private-label brands and the 25-unit, popularly priced brands from RJR and B&W now account for more than 6% of industry sales. The category will grow, Mr. Maxwell believes, but not at the fast rate of the last two years.

"I would expect that sooner or later, you're going to see Lorillard in there, probably sooner than later," Mr. Maxwell said. Philip Morris and American Brands also will be forced to join, he predicted.#

Summer ads portend active fall

By SCOTT HUME

The summer's over and it's back-to-school time for marketers in several product categories, especially soft-drinks, apparel, fast-food and cameras.

New campaigns for several products and high viewership during the Olympics combined to make August's adWatch survey of advertising recall a record breaker, producing significant gains or losses in advertising awareness for 16 different products.

As the third fiscal quarter approaches, the battle for top-of-mind awareness has become closer in some product categories, while in others, leaders are threatening runaways. Either way, last month's survey suggests that it's going to be a fall selling season worth watching.

The effects of the Los Angeles Summer Olympics can't be ignored.

The three advertisers that each registered at least a whopping 9 percentage-point gain in awareness last month were the games' official fast-service restaurant (McDonald's), official outfitter (Levi Strauss) and official airline (United).

The official 35mm camera (Canon) and soft drink (Coca-Cola) didn't do badly either.

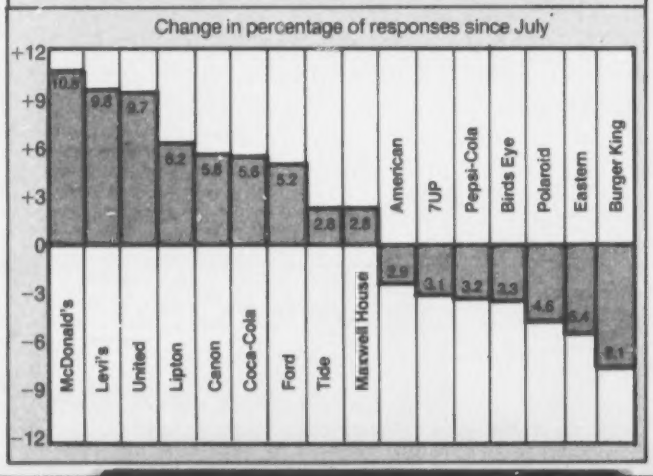
Advertisers whose recall shares dropped last month most often were these official sponsors' competitors.

Those results match the findings of AD AGE's earlier survey of Olympic advertiser awareness

(Continued on Page 62)

August winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? Note: A change of plus or minus 2.8 points is statistically significant. *Source: SRI Research Center Inc., Lincoln, Neb.*



ADWATCH

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Special Report

John Craig

Popularity of premium desserts, sweets soars

By Mary McCabe English

One of the hottest stories at the Food Marketing Institute's convention this year was the return of sweets and desserts to prominence on the grocery scene as one of the fastest growing new product categories.

In the marketplace, this trend translates to all kinds of premium ice creams and frozen novelties, exotic sorbetto and gelato, super-rich cheesecakes and candy, specialty cookies, decadently dense brownies and, while we're on the subject, chocolate, chocolate and more chocolate, running the gamut from dark to light to white.

Sweet stuff is *in*.

So, what, you might ask, has happened to the fitness movement. Have Americans forsaken sodium, caffeine and cholesterol counts for the hedonistic highs of chocolate mousse cake, caramel pecan flan and candied walnut apple pie smothered in sour cream custard?

Not at all, say researchers who track food consumption patterns. In fact, FMI reports in its 1984 update of "Trends/Consumer Attitudes & the Supermarket," "Consumers continue to be generally very concerned about the nutritional content of what they eat. This year, 63% indicate they are very concerned, while another 32% say they are somewhat concerned about nutritional content."

MRCA Information Services, the Northbrook, Ill., company that tracks American eating habits through its Menu Census Service, says Americans actually are eating less dessert. The news lies in a shift in the quality of desserts and sweets being consumed. The catchwords here are premium and pricey.

The popularity of such treats seems to stem from the same socioeconomic factors that have caused so many other changes in today's marketplace.

With more women working, there is less time for home baking and more demand for quality sweets that can be carried home. And although their price tags might knock the socks off the average food budget, travel, social mobility and the media have predisposed many consumers to a myriad of sophisticated new tastes.

In addition, expensive food treats are still an affordable self-indulgence when considered against the expense of other splurges.

Many people are eating less dessert and being more scrupulous about the nutritional value of what they do eat, so they may feel justified in rewarding themselves when they do indulge, observers say.

"We've been investigating just this subject . . . and a number of food editors have told us that two of the most popular topics in their magazines are dessert and diet, so we're really in this dichotomy of things," a Pepperidge Farm spokesman says.

You won't get any argument from *Family Circle* food editor Jean Hewitt.

"The best selling stories in the magazine are dessert stories and diet stories," she says. "And the biggest thing of all is this absolute mania for chocolate."

Research shows that when

(Continued on Page 12)

Mary McCabe English is a frequent contributor to Special Report and has written for previous grocery marketing sections.

BEST AVAILABLE COPY

Tracking a decade of taste buds

Whither goest desserts? That's what MRCA Information Services tries to find out. The Northbrook, Ill., company's Menu Census Service has tracked distinct shifts in dessert consumption patterns between 1973 and 1983, with most continuing through 1984, according to I.J. Abrams, vp-special projects.

For example, in the cold sweets category (which includes ice cream, pudding, gelatin, frozen novelties and yogurt), over-all at-home consumption in 1983 declined 13% from 1973. The category was pulled down by a 40% drop in pudding and gelatin consumption as well as a 20% drop in regular ice cream eating during the 10-year period.

Fighting the dip was the increasing popularity of frozen novelties, premium ice cream and yogurt, which grew even more in away-from-home consumption.

Although over-all away-from-home consumption of cold sweets has grown slightly, the big growth within the category has come from ice cream consumption (much of it premium), which grew nearly 20%.

In the baked or fried products category (which includes cakes, pies, doughnuts, brownies, cookies and individually wrapped items), over-all at-home consumption declined about 20%. Cakes purchased from bakeries were down about 40%; frozen cakes, 30%, and mix cakes, 20% to 25%, although scratch cakes have held at 1973 levels.

Pies were down about 30%, with scratch pies declining least.

At-home cookie consumption was down by as much as 20% but has been creeping back up and is holding at about 10% less than 1973 levels. At-home brownie consumption is up 15% over 1973.

Individually wrapped cakes have experienced significant up and down movement for at-home consumption but, according to Mr. Abrams, regained 1973 levels in the past several months.

Both at-home and away-from-home consumption of doughnuts, sweet rolls and coffee cake has grown some 30%.

Over-all, the consumption of baked or fried products away from home has grown about 10%. Cookies dominated this growth, shooting up nearly 30% and still climbing.

MRCA also tracks fruit consumption as part of the desserts picture, and Mr. Abrams' data show 10% growth in at-home fruit consumption; 50% growth in away-from-home consumption. Canned and frozen fruit consumption is down. Dried fruit consumption is up, but the biggest increases have come from fresh fruit consumption.

The biggest gainers for at-home consumption have been apples and bananas, up 20%; grapes, up 180% and climbing (probably because the increased acreage devoted to grapes far exceeded long-term wine-making needs anticipated some 20 years ago, Mr. Abrams says), and melons, 20%.

Away-from-home grape consumption has grown 300%. Strawberries, apples, melons and citrus also have experienced substantial gains. The peach is the only fresh fruit that hasn't risen in away-from-home consumption, and Mr. Abrams speculates that this could result from the increased availability of similar varieties, such as nectarines.

—*M.M.E.*

Premium desserts

(Continued from Page 11)

Americans make their own desserts and sweets, they rate convenience nearly as high as chocolate.

Small wonder, then, that the top dessert entry in *Prepared Foods* magazine's eighth annual retail new products contest was Pillsbury's Spread 'N Bake fudge brownies, refrigerated brownie batter that requires home bakers to do nothing more than pop the contents into a greased pan and stick it in the oven.

Patricia Gorman, coordinator of the competition, says *Prepared Foods* editors have noticed a definite swing toward richer, more gourmet desserts. She says the over-all quality of entries in the contest has been improving steadily and points to the increasingly frequent combination in new groceries of ingredients that satisfy both good nutrition and the sweet tooth.

"It's interesting in line with this subject that granola bars, for example, are now filled with stuff like chocolate chips, coconut, nuts and honey, which may be all-natural but are certainly not low in calories," Ms. Gorman says. "This also applies to many of the yogurts."

This yen for the sweet and the good-for-you all at once is at least partially responsible for one of the summer's trendiest dessert hits—Tofutti, an ice cream-like confection made from the soybean derivative tofu, but, unlike ice cream, devoid of cholesterol, lactose or butterfat.

At 128 calories per 4-oz. serving, Tofutti, manufactured by Tofu Time Inc. in New York and distributed nationally by Haagen-Dazs, also boasts only about half the calories of ice cream. At $2.49 per hard-pack pint, it—like many of the "new" desserts—also will help cure any weight problem your wallet might have.

"Because of the trend toward simplifying meals, with fewer courses and less dessert, many marketers have begun compensating by targeting the sophisticated sweet tooth of upscale customers with indulgent or specialty dessert entries like super-premium ice cream and cakes," says a spokeswoman for Pillsbury, whose Haagen-Dazs ice cream also joins the wallet-lightening category.

"The decline of the average household's size has also prompted marketers to offer small size desserts such as individually packaged pie slices and small portion items," she says.

Kitchens of Sara Lee, Deerfield, Ill., is revamping its product line "to stay in sync with the way the world is moving," says Richard J. Sharoff, senior vp-general manager, retail division.

"I wish I could say the dessert market is staging a miraculous recovery, but I think what's really happening is that it's changing in composition because of all the life-style and demographic changes we've seen in the past several years," he says.

"At the same time, the growth of health and diet consciousness hasn't necessarily helped the dessert market, but the trends have converged in that people are more selective in their dessert-eating patterns. They're not having dessert every night, but when they do, they want it to be top quality, and they're not discouraged by calories."

Although cheesecake has been a traditional cornerstone of Sara Lee's product line, the company's new Elegant Endings cheesecake was a response to the changes Mr. Sharoff describes, as were its croissants and the premium ice cream Sara Lee has had in test market in the Midwest for a little more than a year. And, Mr. Sharoff says, the company has plans "to do more along those lines to respond to that change."

In contrast to Sara Lee's evolution, six-year-old Ms. Desserts Inc. in Baltimore is one of the many small companies that have cut their corporate teeth on the premium dessert market. Unlike the others, however, Ms. Desserts carried off the grand show, product line and domestic food awards at the 30th annual International Fancy Food & Confection Show sponsored by the National Assn. for the Specialty Food Trade in Washington last June.

According to Jeff Peisach, a Ms. Desserts partner, the company distributes about 35 items, including several chocolate cakes, carrot cake, brownies, "blondies," pecan pie and deep-dish apple pie in the Washington-New York corridor and expects sales to hit $3 million this year.

Its customer list includes gourmet shops, restaurants, natural food stores and large department chains including Bloomingdale's and John Wanamaker.

"Even during the recession our business was growing 40% a year," Mr. Peisach says. "We came to the conclusion that people saw desserts as affordable luxuries. I think, too, it's part of the whole quality thing that started around the late 1970s when Haagen-Dazs ice cream got so big, and I think that feeling's continued."

Ice cream has been a major ingredient in the dessert market's metamorphosis, and its development as an individual category has left behind the simple world of vanilla, chocolate and strawberry for a mind-boggling galaxy of flavors, textures and mix-ins.

If you believe the statistics, Americans don't seem to miss the old days one bit.

According to the Milk and Ice Cream Assn., a dairy trade group, nearly 879 million gals. of ice cream were made commercially in the U.S. last year, a 3% increase over 1982 and enough to keep Americans in first place for worldwide total ice cream consumption.

The total 1.2 billion gals. of frozen desserts made here in 1983 also included ice milk, sherbet, frozen yogurt and assorted ices, and Americans also lead the world in consumption of these items. Americans consumed 20.9 quarts of ice cream and related products per capita in 1983 and spent approximately $1.9 billion on the products.

Frozen novelties, which fall into this category, are a big growth area in the current sweet-stakes, with all manner of iced confections finding their way into grocery freezer cases. For example, the Mexican food craze inspired one enterprising executive at Jack & Jill Ice Cream Co. in Philadelphia to invent the Choco Taco, a taco-shaped cone filled with vanilla fudge ice cream, dipped in chocolate and coated with peanuts. It should be turning up across the country soon.

A General Foods spokesman says a major factor in the popularity of such items is convenience, an element the White Plains, N.Y., company believes will ensure the success of its newest entries in this category—Jell-O Fruit & Cream dessert bars and Jell-O Gelatin Pops. General Foods' Jell-O Pudding Pops became available nationally in mid-1983 and since have done more than $100 million in business at retail.

Convenience is also the prime mover behind San Francisco-based Castle & Cooke Foods' Dole Fruit 'N Juice bars, a frozen fruit novelty. Strawberry Fruit 'N Juice bars won top prize in the snack category of Prepared Foods retail new products contest, and contest coordinator Ms. Gorman says that despite the excitement over rich sweets, the combined convenience and lightness of products of this type are definite pluses in today's dessert market.

Gourmet candy as a market segment also is growing.

"We saw lots of candy at our June show, but that's always the case . . . I think what's worth mentioning is that we're seeing more interest in very expensive candy," says Jean Frame, executive director of the National Assn. for the Specialty Food Trade.

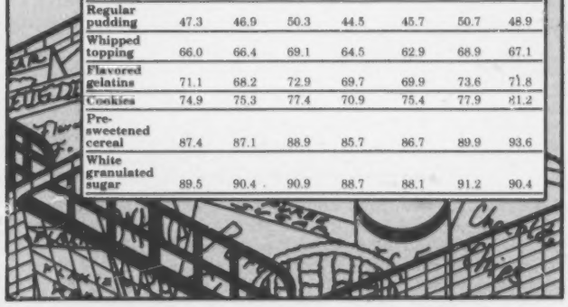
The willingness of Americans to pay premium prices for their candy is obviously sweet news to

Desserts and the female buyer

Females are still the principal buyers in American households, according to Simmons Market Research Bureau, but their interest in buying various types of dessert products varies according to the buyer's demographics. Here are some common dessert categories and what portion of various female buyer groups regularly purchase them.

Source: Simmons Market Research Bureau

Dessert products	% of female buyers	% employed	% high school grads	% college educated	% non-high school graduate	% married	% mother
Ice cream, milk, sherbets	83.0	84.2	85.2	83.3	79.5	86.7	87.3
Frozen pies, cakes, etc.	41.2	42.3	42.7	41.3	38.7	42.2	42.2
Dry cake mixes	71.6	72.3	75.3	69.1	68.5	74.5	76.6
Frosting	49.5	52.6	52.1	48.3	46.9	52.1	59.7
Dry cookie mixes	20.0	20.1	20.2	19.1	20.6	20.5	25.2
Dry brownie mixes	39.4	43.1	41.5	43.4	32.5	41.6	47.9
Pre-cooked pudding and pie filling	22.8	22.5	24.8	20.3	22.5	25.1	27.0
Regular pudding	47.3	46.9	50.3	44.5	45.7	50.7	48.9
Whipped topping	66.0	66.4	69.1	64.5	62.9	68.9	67.1
Flavored gelatins	71.1	68.2	72.9	69.7	69.9	73.6	71.8
Cookies	74.9	75.3	77.4	70.9	75.4	77.9	81.2
Pre-sweetened cereal	87.4	87.1	88.9	85.7	86.7	89.9	93.6
White granulated sugar	89.5	90.4	90.9	88.7	88.1	91.2	90.4



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Level of shoppers' concern about the nutritional content of foods

Base: The shopping public

Q.: Would you say you and your family are very concerned, somewhat concerned, not very concerned, or not at all concerned about the nutritional content of what you eat?

		1983	1984			
		Very concerned	Very concerned	Somewhat concerned	Not very/ not at all concerned	Not sure
Total	%	64	63	32	4	1
Sex						
Men	%	62	62	32	5	—
Women	%	65	64	32	4	1
Working	%	63	64	31	5	1
Nonworking	%	68	63	33	3	1
Type of Family						
With children	%	65	62	34	4	—
No children	%	63	64	31	4	1
Age						
18-24 years	%	61	51	42	5	1
25-39 years	%	64	58	38	5	—
40-49 years	%	61	67	31	3	—
50-64 years	%	68	71	25	3	1
65 and over	%	65	67	24	7	2
*Size of place***						
Central city	%	71	71	24	4	1
Remainder of metropolitan area	%	64	61	34	4	*
Outside metropolitan area	%	61	58	36	5	1
Region						
East	%	67	66	29	4	1
Midwest	%	56	63	32	4	—
South	%	66	62	32	4	1
West	%	69	59	35	5	—

*Less than 0.5%.
**Prior to the 1984 study, the size of place categories examined were cities, suburbs, and small town/rural.
The current size of place categories are in accord with U.S. Census Bureau definitions utilized in the 1980 census. These categories are similar to, although not definitionally equivalent to, prior categories.

Nature of shoppers' concern about the nutritional content of foods

Base: The shopping public that is very or somewhat concerned about the nutritional content of what they eat.

Q.: What is it about the nutritional content of what you eat that concerns you and your family the most? What else?

	1983 total	1984 total	Per cent change
	%	%	
Chemical additives (e.g., flavoring, MSG, steroids)	27	25	−2
Sugar content, less sugar	21	22	+1
Vitamin/mineral content	24	19	−5
Food/nutritional value	10	19	+9
No preservatives	22	17	−5
Salt content, less salt	18	17	−1
Freshness, purity, no spoilage	14	12	−2
Making sure we get a balanced diet	10	9	−1
Calories, low calories	6	9	+3
Fat content, low in fat	9	8	−1
Cholesterol levels	5	8	+3
As natural as possible, not overly processed	12	6	−6
No harmful ingredients, nothing that causes illness/cancer	10	6	−4
Protein value	5	6	+1
Quality of food	3	5	+2
Excess food coloring/dyes	6	4	−2
Empty calories, junk food	4	4	—
Carbohydrate content	1	2	+1
Fiber content	2	1	−1
Starch content	1	1	—
Other	2	4	+2
Don't know/refused	5	5	—

Source: "Trends: Consumer Attitudes & The Supermarket," Food Marketing Institute, 1984

confectioners such as Reading, Pa.-based Godiva Chocolatier, whose sales are up, according to company president Tom Fey. Mr. Fey relates what appears to be happening to sweets consumption patterns these days to previous observations in the fast food business.

"When I worked in fast food, I used to marvel at the people who would order diet soda and french fries," Mr. Fey says. "It didn't make sense until I realized that these people were aware of the nutritional aspects of what they were eating and that they were willing to make the tradeoff of having a sugar-free soft drink so they could enjoy the taste of french fries. I think the same sort of thing's happening in the world of desserts. People are willing to eat a tomato stuffed with tuna so they can have chocolate mousse cake for dessert."

The lowly cookie also has taken on new dimensions. Specialty cookie shops have become standard fixtures in many shopping malls, and the so-called cookie wars have chronicled the emergence of "just-like-homemade" package cookies, the main players being Procter & Gamble's Duncan Hines brand; Frito-Lay, Dallas; Keebler Co., Elmhurst, Ill., and Nabisco Brands, New York.

Company spokesmen would not discuss specific sales, but one industry spokesman credits the new cookies with boosting package cookie sales for the first time in several years.

"Within the industry, sales were pretty flat or even down, but for the first time in a number of years we've begun to see tonnage increases among our members," says Michael Brown, president of the Biscuit and Cracker Manufacturers' Assn. "For the first quarter of 1984, we saw a 6% to 7% increase, and all signs are that it wasn't just a fluke."

It's no fluke, either, that dessert ingredients such as Hershey Foods Corp.'s cocoa and Borden's Eagle Brand sweetened condensed milk continue to do well at retail despite a decline in home dessert making. Spokesmen for these companies say the circulation of recipes that are in tune with contemporary tastes is an effective marketing tool.

For example, Borden featured a recipe for ice cream made with Oreo cookies next to a cents-off coupon for Oreos on cans of Eagle Brand sweetened condensed milk. Annie Watts, director of Borden Kitchens in Columbus, O., says other attempts to tie the 127-year-old product to current dessert trends are evident in the 128-page "Classic Desserts" book the company released this month.

"For instance, we've linked Eagle Brand with other popular ingredients such as chocolate and fresh fruit," Ms. Watts says.

Premium sweets are expected to maintain a conspicuous niche in tomorrow's marketplace, too.

"We believe premium quality desserts are the thing of the future and the whole market is moving up the premium quality price scale," Sara Lee's Mr. Sharoff says.

"The way in which the ice cream market has evolved is not atypical from the way we expect the whole dessert market to evolve . . . from a lot of low-quality belly stuffers to high-quality products that people won't eat every night but that will meet their demands for quality and taste when they do."

All of which promises to give new meaning to having your cake and eating it too . . . .

Home baking falls

Americans are eating fewer desserts of their own making, Borden Inc. reports.

Drawing on data compiled for the Columbus, O., company by the National Eating Trends Service of NPD Research, Borden Kitchens director Annie Watts says the percentage of American households making desserts at home during any two-week period has declined significantly during the past two years.

Cake baking, for example, has dropped as a household activity from 32% of households in 1982 to 27% estimated for 1984. Cookie baking has shrunk as an activity from 20% of households in 1982 to 16% in 1984. Gelatin dropped from 18% to 13%.

Only pies and brownies showed some deviation from a generally declining rate of activity. Pie baking actually increased in households from 1982 to 1983, growing from 18% to 20%, but it then dropped to 17% in 1984. Brownie baking dropped from 6% of households in 1982 to 5% in 1983 and then held steady in tests this year.

In general, Ms. Watts says, dessert preparation from scratch is declining, although dessert preparation that incorporates convenience ingredients is holding at 1982 levels.

The NPD report also found that a majority of the pies and cookies prepared at home are made from scratch, although cakes and brownies are heavily skewed to mixes.

Ms. Watts says cakes, pies and cookies are the most popular desserts prepared at home. Over-all, chocolate is the most popular flavor for homemade desserts. —*M.M.E.*

Do-it-yourself sweets

Top home-prepared desserts throughout the year

Source: Borden Kitchens

adWatch

(Continued from Page 3)

(AA, Sept. 17). That study found that 83% of adults polled recalled having seen, heard or read ads touting Olympic sponsorship.

Good news for McDonald's

Again matching the previous survey's results, last month's adWatch reserved its best news for McDonald's Corp. With its new "It's a good time for the great taste" theme, scratch-card game promotion and multi-million-dollar network buy to promote both, McDonald's advertising last month scored the highest in unaided awareness. Even better, it boosted by 10.8 percentage points its share of responses in the fast-food category.

The adWatch survey is a joint project of Ad Age and SRI Research Center, Lincoln, Neb. Advertising awareness is measured by asking a nationally projectable sample of consumers to name the advertising that first comes to mind over-all and in 22 product and service categories from all they have seen or read in the previous 30 days.

In August, 1,255 adults were questioned by phone. Under adWatch methodology, an increase or decrease of 2.8 percentage points in a given month is considered statistically significant and attributable to more than sampling variation.

Last month's 10 most frequently recalled advertisers without regard to product categories were (in descending order) McDonald's, Coke, Pepsi, Miller/Lite, Budweiser/Bud Light, Wendy's, Levi's, ABC's advertising for the Olympics themselves, Burger King and Ford Motor Co.

But the more important recall shifts took place within the individual product categories:

- McDonald's 10.8 point leap—to 50.3% of first responses from 39.5% in July—in the **fast-food** category was the best performance of the month.

It also was McDonald's largest single-month gain ever, and gave Big Mac its largest share of first mentions in the category since adWatch was inaugurated in April, 1982.

McDonald's gain was its competitors' loss. Top-of-mind awareness of Burger King's advertising fell 8.1 percentage points, dropping from 20% of first mentions in July to only 11.9% in August. Wendy's was a close third with 11.7%, down slightly from 14% in July.

But does higher advertising awareness automatically mean greater sales?

Not according to one market researcher. Middletown, N.J.-based Restaurant Trends' monthly survey of restaurant-chain sales shows a different rank order last month. RT figures show Burger King's real sales (adjusted for price increases) in August up 15% over the year-earlier level; Wendy's sales were up 11%; McDonald's were up 9%.

- Say what you will about them, those commercials for Levi's corduroys and 501 jeans caught consumers' eyes and stayed in their memories. Levi's share of awareness in the **apparel** category nearly doubled, rising to 21% of first mentions in August from 11.2% in July.

Sears, an Olympics advertiser but not a sponsor, held the No. 2 spot with 5.5% of first mentions in this survey.

Gaining the No. 3 spot for the first time in awareness of apparel advertising was Lee. Its catchy "Don't you wish everything fit like Lee?" campaign was named first by 3.6% of respondents, a strong enough showing to bump Jordache to the No. 4 spot (3.3%), just ahead of J.C. Penney (3.1%).

- The Olympics provided an especially strong competitive edge for United, the games' official airline, which moved back into the No. 1 spot in the **airlines** category for the first time since March.

The sponsorship and some clever creative helped boost United's share of first mentions 9.7 percentage points to 20.6% from 10.9% (and third place) in July. American Airlines, which had been tied for No. 1 with 14.4% in July, dropped 2.9 points and fell to an 11.5% share and second place. Eastern Air Lines lost more than one-third of its share of first mentions, falling to 9%, 5.4 points below its 14.4% in July.

- Tennis wasn't an official Olympic sport, but Chris Evert Lloyd's Lipton commercials that ran during the games were noticed. Lipton's share of first mentions in the **tea** category rose 6.2 points to 48.9%, compared with 42.7% in July.

Nestea (7.6%) and Tetley (3.7%) once again had to be content with leftovers.

- Canon, the games' official 35mm camera, last month made its strongest move on Kodak, traditional leader in the **cameras and equipment** category. With a 5.8 point increase to a 22.6% share, Canon was closer than it ever has been to Kodak, which held steady with a 27.1% share.

The big loser was Polaroid, which dropped out of the category's top three for the first time. Its advertising was named first by only 3.7% of the sample in August, 4.6 points below its July score. Polaroid's plummet allowed Nikon to move into the No. 3 spot (with 4.8%) for the first time. Minolta was No. 4 (4.3%).

By the way, Fuji—maker of the official film, photographic papers and photo-processing equipment—registered only a 1% share.

- Coca-Cola finally made its move after months of watching Pepsi's share of awareness rise on the strength of Michael You-know-who.

In August, 27.6% of respondents named Coke's ads first when asked to name **soft-drink** advertising they had seen. That share was 5.6 points better than Coke's 22% score in July.

It moved Coke close once again to Pepsi, whose awareness fell 3.2 points to 32.5%.

Also hurt in the ongoing cola war last month was innocent bystander 7UP. It lost 3.1 points of its share to Coke, dropping from 9.3% in July to 6.2% last month.

Worth noting are last month's No. 4 and No. 5 in the category, Diet Coke and Sprite. That gave Coca-Cola Co. the unparalleled distinction of having three brands among the top five in awareness in a single product category.

- Things have been quiet in the **cars & trucks** category for several months, but Ford suddenly boosted its advantage over Chevrolet to better than 2 to 1 last month.

Awareness of Ford's advertising rose 5.2 points last month to 27.6% of first mentions, while Chevrolet could muster only 13.5%. Toyota held the No. 3 spot with 9.2%.

Much of Ford's surge can be attributed to advertising for Ford's Mustang, specifically named by 5.9% of respondents. That means Mustang had better consumer awareness last month than any advertising for Chrysler.

Perhaps Lee Iacocca should have returned as on-camera spokesman earlier.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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Monday, October 1, 1984

Advertising Age

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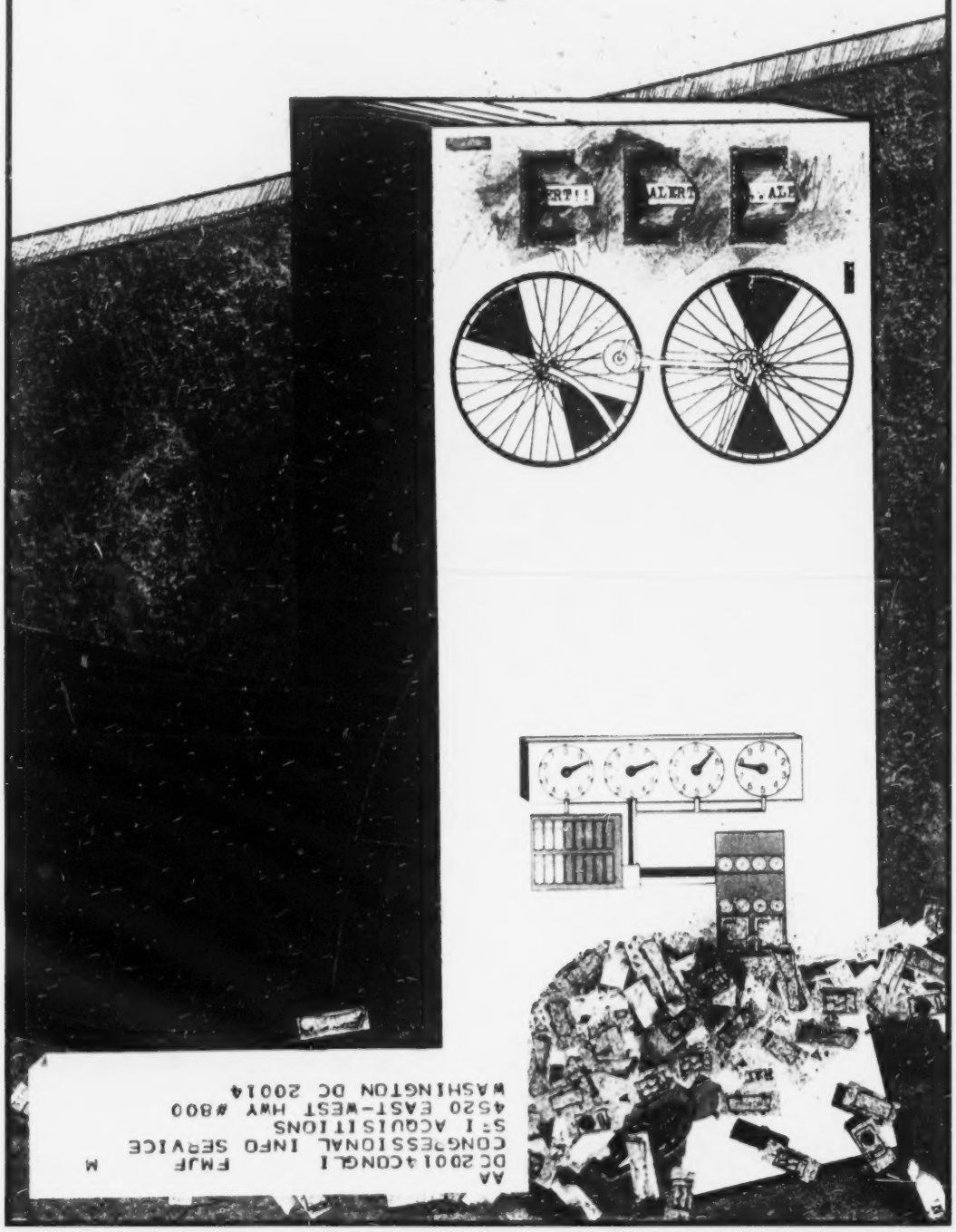
Scandals, defaults shake industry

A crisis in media buying

See page 3.



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Mighty P&G shifts gears as market grows tough

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Apple ready to upstage '1984' in next Super Bowl

— Page 1

Pet Inc. plays give-and-take with agencies

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Brand-name drugs brace for generics

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General Mills looks inward for its growth

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Suntory races to Carl Lewis

— International section

Nets' top-rated series hold off CBS' 'Mistral'

By JAMES P. FORKAN

NEW YORK—The Big 3 tv networks' "premier week" started with a bang.

The fall season's first miniseries, CBS' $14 million "Mistral's Daughter," dominated the first night's combat and beat most of the second night's opponents before succumbing to ABC's heavily promoted "Dynasty" return and Elizabeth Taylor's "Hotel" guest shot.

"Mistral" concluded with a disappointing 16.3 rating/26 share nationally (and thus a 17.3/27 three-night average), proving that just as tv movies tend to outdo theatricals head-to-head, so miniseries can be beaten by regular series with loyal followings. After the first hour on Sept. 26, when ABC's "Fall Guy" and NBC's "Highway to Heaven" were virtually tied, ABC soared to a 22.2/34 with "Dynasty" and 18.7/31 with "Hotel."

ABC easily won Wednesday, with CBS' "Mistral" finale slightly ahead of NBC's series. In the three-night season to date, NBC averaged a 17.1 rating, one-tenth of a point over CBS as ABC lagged with a 15.9.

In the fall ratings war's opening volleys on Sept. 24, CBS claimed victory on Night 1, with a three-hour installment of the steamy "Mistral" averaging an 18.2 Nielsen rating and 29 share, ahead of NBC and ABC.

NBC, whose "TV's Bloopers & Practical Jokes" for the second week beat ABC's "Call to Glory" from 8 p.m. to 9 p.m. (ET), pulled much closer to CBS with some sexy ammunition of its own in the next two hours—the tv movie "Secrets of a Married Man." The latter had a 17.5/27.

ABC's "Monday Night Football" scored a 15.5/27 average, its second-lowest Nielsen since its season began on Sept. 3. "MNF," with a 16.7/31 average after four games, was held back not only by the double-barreled, female-appeal counterprograming but to a degree by clearance snags. ABC had 95% clearances for "MNF" and 97% for "Glory," versus 99% for its rivals.

NBC won Tuesday night on the strength of a two-hour "A Team," whose 34 share put severe dents in the performances of CBS' "AfterMASH," "E/R" and an hour of "Mistral's Daughter" plus ABC's "Foul-Ups, Bleeps & Blunders," "Three's A Crowd" and "Paper Dolls." CBS' first pairing of the medic-comedy duo "AfterMASH" and "E/R" was held to a 20 share, as ABC's shows hovered in the 21-to-24-share range, "Crowd" faring best.

"Mistral," shot mainly in France,

(Continued on Page 90)

Ad Age to run newspaper linage

With this issue, ADVERTISING AGE begins publishing, on a continuing basis, monthly comparative total advertising linage figures of U.S. newspapers supplied by Media Records, New York.

The first of this series, May 1984 vs. May 1983, is on Page 66. June and July data will appear in upcoming issues and subsequent monthly data will follow.

The newspapers listed are subscribers to Media Records. Figures for those on full-service levels are measured, audited and standardized by Media Records. For newspapers that subscribe to Media Records' National Advertising Report, where various ad classifications (such as retail, financial or classified) are not measured by Media Records, the newpapers provide the linage figures to arrive at a total advertising figure.

Though in July most newspapers adopted the Standard Advertising Unit inch unit (on a six-column format), as opposed to lines, Media Records will continue to provide data in linage to be comparable with 1983 figures.

In addition, some 1984 linage figures have been converted to prior 1984 column formats, also to maintain comparability. The "Conversion Methodology" shown with the linage figures explains this procedure.#

Highlights

Brand-name pharmaceutical marketers figure to explore ways to protect themselves from a generic onslaught under a new law. *See Page 10.*

The Adams Chronicles: Campbell-Ewald's Thomas Adams, one of the last of the super account execs, doffed his blue Chevrolet bow tie last week, retiring after 39 years at the agency. *See Page 14.* Meanwhile, Chuck Adams (no relation) is leaving behind some important legacies as he exits from his post with the American Assn. of Advertising Agencies in Washington. *See Page 84.*

Pabst Brewing this month will introduce a new low-price malt liquor called Ice Man, with

initial distribution set for the Southeast. This is the second new product in less than a month for Pabst. *See Page 90.*

CORPORATE CLOSEUP

They've turned on the "fasten your seat belt" signs at Frontier Airlines. The company knows it's in for a bumpy ride—all it has to do is look at the challenges it faces. *See Page 4.*

FORUM

Presidential campaign news stories need not always be "must" reading, according to political pundits Jack Germond and Jules Witcover, who offer some tips on "How to survive the campaign." *See Page 20.*

Tv advertisers are pronounced guilty of not exploring alternatives to those traditional 30s, 60s and 15s by Ron Bliwas, president of A. Eicoff & Co. Tv alternatives, he says, "are limited only by the advertiser's imagination." *See Page 20.*

Ice cream addiction: Is it a habit one should try to break? Or is it better to relax and enjoy it? Robert Heller of the Ice Cream Connoisseurs Club offers some guidance in "The right scoop." *See Page 20.*

Tv and the intellect: Is prime time programing ready for the wit and wisdom of Dr. Samuel Johnson, successor to our macho crime busters? Writer R.J. McGuill thinks it should be. *See Page 20.*

INTERNATIONAL

Carl Lewis, the track star who won four gold medals at the 1984 Summer Olympics, has signed his first endorsement contract since the games, with Tokyo-based Suntory Ltd. *See Page 56.*

A new group of consumers is emerging in the U.S., Japan and Europe that companies can treat as a single market with the same spending habits, according to a book scheduled to be published next year. *See Page 56.*

Lever Bros. has launched Pepsodent toothpaste in Thailand via a $500,000 ad campaign designed to help the company grab a piece of brand leader Colgate-Palmolive's 45% market share. *See Page 56.*

The German government claimed that Procter & Gamble's Top Job laundry booster sheets are unnecessary and harmful to the environment. P&G denied the charge. *See Page 58.*

VIDEOTECH

Network program chiefs tried to allay fears that rising in-house production will crowd out independent producers, but producers at the Hollywood Radio & Television Society remain unconvinced and worried. *See Page 63.*

COMING THURSDAY

SPECIAL REPORT

Marketers need to watch the new man. He's on the leading edge of change, and more and more men are joining his ranks.

Cover illustration by Troy Thomas.

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Vol. 55, No. 65—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except three times a week the last week in March, the second week in September and except once a week the third week in November, the third week in December, the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.

$1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER Di GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

ABP MEA RED TAG ABC ANPA

Japanese car marketers pitch luxury, trucks

By BOB MARICH

The leading Japanese-import-car marketers, breaking advertising this month to introduce their 1985 models, are stressing luxury and performance, plus small trucks—their one product not restricted by quotas.

The three top import makers—Toyota Motor Sales USA, Torrance, Cal.; Nissan Motor Corp. USA; Carson, Cal., and American Honda Motor Co., Gardena, Cal.—are all pushing high-price luxury models. The strategy is the only alternative for growth—to raise average selling prices of their cars—because voluntary import quotas limit Japanese sales to 1.85 million units.

An American Honda tv spot pictures a new Accord model, the four-door SEI, pulling up to a fancy restaurant, touting the luxury and comfort of standard leather seats and performance of a fuel-injected engine. Toyota's Cressida and Nissan's Maxima are the luxury standard-bearers at the other two companies.

Toyota is plunging into the performance area with the Corolla GTS. The car's engine has four valves per cylinder (instead of the usual two), a high-performance design feature. Tv commercials cultivate a speedy image by portraying the GTS at a drag-racing track, said Jack Collins, Toyota national advertising manager.

Beyond emphasizing luxury and performance, the Japanese car makers are sticking with their existing ad themes.

In 1983, Nissan ad spending reached $86 million via William Esty Co., New York. Toyota's budget, via Dancer Fitzgerald Sample, Torrance, Cal., was $80 million, according to Leading National Advertisers.

Honda spent $40 million, via Needham Harper Worldwide, Los Angeles. Honda's import quota is 360,000 units, but a U.S. assembly plant produced 150,000 units this

(Continued on Page 94)

Sweeps, ads back food group

Beatrice promo set

CHICAGO—Beatrice Cos.' U.S. food group is preparing a national campaign and consumer promotion for January, involving a variety of the group's brands.

The campaign, considered a "follow-through to the Olympics," one source said, is expected to involve both regional and national Beatrice food brands and will include a sweepstakes promotion.

Beatrice would not comment on the effort except to say that, like the corporate-identity campaign conducted during the Winter and Summer Olympics, the promotion will be supported with advertising. Flair Communications will handle the bulk of the promotion.

Beatrice has converted its heavyweight corporate marketing department, which conducted the corporate-identity campaign, into a marketing department for its U.S. foods groups. This is part of the latest reorganization (AA, July 2) of the six Beatrice groups—formed in the 1983 marketing-oriented restructuring—into three major business segments: U.S. food; international food, and consumer goods. The marketing department will direct future corporate campaigns, too, but will concentrate on the U.S. food group.

Beatrice earlier said marketing efforts in the U.S. food segment would be "supplemented" by the corporate marketing services staff.

Among the executives now involved in the U.S. food group are Harold Handley, director of marketing; Patrick Kane, director of

(Continued on Page 94)

Crain slates 'City & State'

NEW YORK—Crain Communications Inc., publisher of ADVERTISING AGE, will begin publication of a new tabloid newspaper focusing on public finance in January.

Called *Crain's City & State*, the new publication will report on the financing of local and state government.

It will be published in 10 editions in 1985, with Jan./Feb. and July/Aug. combined into single issues.

At first, circulation will be controlled, with 30,000 copies of the newspaper mailed to the chief executive officers of all 50 states, mayors of the 1,000 largest U.S. cities and key department heads, legal officials, state and city legislators and financial people. Roughly 8,000 copies will be mailed to Wall Street investment bankers who deal principally in state and municipal finance.

Stephen Gilkenson, publisher and editor-in-chief of *Crain's City & State*, said the publication intends to convert to paid circulation "as soon as possible."

Subscription rates will be $10 annually, and special promotional discounts and sampling campaigns will be used to achieve that goal, he said.

"There are a number of books out there that focus on how state and city governments are spending money, but nobody focuses strictly on the financing of public operations," explained Michael Clowes, editor of *Crain's City & State*, and its mother publication, *Pensions & Investment Age*. "We'll focus on the financing issue, first and foremost."

The publication intends to "target and identify a relatively small number of companies that need to advertise to this market," Mr. Gilkenson said.

Among those companies, Mr. Gilkenson said, will be investment banking houses, office and business equipment suppliers, automotive fleet suppliers and municipal bond insurers.

Mr. Gilkenson said the publication also intends to develop a classified help-wanted section.

Advertising page rates for *Crain's City & State* will be $5,040 for a tabloid-size b&w ad.

The newspaper has published two prototypes, with a third scheduled to coincide with the annual meeting of the National League of Cities in Washington.

S. Gilkenson B. Bisson

Mr. Gilkenson was publisher and editor-in-chief of *Pensions & Investment Age*, another Crain Communications publication, before his appointment at *Crain's City & State*.

Bill Bisson, ad director for *P&I Age*, will assume the post of publisher.

Mr. Gilkenson will assume the new position of publishing director of *P&I Age*.#

Buck gets Crain post

DETROIT—Phillip Buck has been named ad director of *Crain's Detroit Business*, a newsweekly scheduled to debut in early 1985.

Mr. Buck had been Detroit ad representative for *Automotive News* since 1972. *Crain's Detroit Business* will provide timely local business news for business leaders in Wayne, Macomb, Oakland and Washtenaw Counties, said Keith Crain, vice-chairman of Crain Communications Inc. and publisher of the new weekly.

Peter Brown, a *Detroit Free Press* reporter, has been appointed editor of *CDB*.

Crain publishes 23 magazines and papers including ADVERTISING AGE, *Automotive News*, *AutoWeek* and *Monthly Detroit*.#

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Seattle Post-Intelligencer

The Seattle Times: publisher of The Seattle Times, representing the Seattle Post-Intelligencer. Represented nationally by CWO&O.

CORRECTIONS & CLARIFICATIONS

- A chart with a story about newspapers in Singapore (AA, Aug. 13, P. 38) should have listed the circulation of the *Lianhe Zaobao* newspaper as 190,000. Also, the circulation of the *Lianhe Wanbao* should have been 80,000, and the cost of a b&w page ad in the *Straits Times* should have been $11,200.
- The caption for a frame from a tv spot for WGN, Chicago, should have identified Dawson, Johns & Black, Chicago, as the agency (AA, Sept. 24, P. 3).
- Photos depicting two new Yardley of London products were inadvertently switched (AA, Sept. 27, P. 1). Pictured here is Black Label, a men's cologne. The other product, shown in the Sept. [illegible] issue, is Love Notes, a fragran[illegible] aimed at more sophisticated [illegible]ens and young women.
- Group W Productio[illegible] animated syndicated tv show [illegible]s "She-Ra: Princess of Power" [illegible]A, Sept. 24, P. 70).#

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Newspaper Ad Linage May 1984 vs. May 1983

	1984 Full run	1984 Part run	1983 Full run	1983 Part run
AKRON, OH				
Beacon Journal (E)	1 991 306	407 600	1 895 190	473 140
Beacon Journal (S)	1 059 366	141 452	1 176 252	123 274
Grand Total	3 050 672	549 052	3 071 442	596 414
***ATLANTA, GA**				
Constitution (M)	3 532 957	715 457	2 965 147	523 258
Journal (E)	3 624 117	747 869	3 029 778	375 607
Journal & Constitution (S)	2 379 121	764 420	2 486 076	819 832
Journal & Constitution (Sat)	705 759	——	590 329	——
Grand Total	10 242 754	2 227 746	9 073 322	1 862 692
BALTIMORE, MD				
News American (S)	570 268	31 726	532 305	38 604
News American (E)	1 036 296	64 280	1 005 267	276 572
Sun (M)	3 530 011	53 263	2 667 524	158 154
Sun (E)	2 067 400	52 813	1 930 366	159 326
Sun (S)	1 791 600	67 642	1 653 953	——
Grand Total	8 995 575	267 626	8 699 509	571 666
BERGEN COUNTY, NJ				
Record (E)	3 083 470	353 339	2 760 327	577 475
Record (S)	2 394 962	479 244	2 687 520	553 997
Grand Total	5 478 432	831 583	5 447 847	1 130 472
BOSTON, MA				
Herald (M)	429 076	——	726 447	——
Herald (S)	373 000	273 636	426 810	284 852
Globe (M)	3 214 764	161 177	2 748 533	6 200
Globe (S)	3 134 945	374 780	3 367 484	411 348
Grand Total	7 636 785	779 593	7 269 274	682 967
BOULDER, CO				
Camera (M)	2 576 616	——	2 119 163	——
Camera (S)	984 088	——	986 034	——
Grand Total	3 560 704	——	3 105 213	——
***BUFFALO, NY**				
News (Ad)	2 437 036	370 138	2 508 403	762 304
News (S)	924 587	355 035	1 410 220	169 898
Grand Total	3 361 623	725 173	3 918 623	432 202
CAMDEN, NJ				
Courier-Post (E)	1 928 417	306 312	1 728 212	194 300
Courier-Post (S)	738 127	72 728	964 463	55 440
Grand Total	2 666 544	379 040	2 692 675	249 740
CHARLOTTE, NC				
News (E)	1 380 419	6 816	1 175 443	——
Observer (M)	2 018 947	685 572	1 675 281	585 728
Observer (S)	1 127 759	609 636	1 062 379	524 473
Grand Total	4 527 125	1 302 024	3 913 103	1 110 701
CHICAGO, IL				
Tribune (Ad)	2 442 499	2 467 561	2 246 031	2 471 968
Tribune (S)	2 004 939	1 013 944	1 993 628	985 990
Sun-Times (M)	2 448 032	1 035 823	2 462 361	946 833
Sun-Times (S)	968 529	659 651	971 538	794 855
Grand Total	7 863 999	5 176 979	7 673 558	5 199 646
CINCINNATI, OH				
Enquirer (M)	2 713 631	269 600	2 490 828	123 808
Enquirer (S)	1 752 449	55 828	1 815 896	150 980
Post (E)	1 225 545	246 156	1 120 934	132 264
Grand Total	5 691 625	571 584	5 427 658	407 052
CLEVELAND, OH				
Plain Dealer (M)	3 210 490	562 904	3 163 232	368 027
Plain Dealer (S)	1 735 926	176 189	1 931 321	124 196
Grand Total	4 946 416	739 093	5 094 553	492 223
DALLAS, TX				
News (M)	6 770 666	348 350	5 596 378	315 941
News (S)	3 217 530	228 593	3 406 374	359 394
Times-Herald (Ad)	6 122 862	433 027	4 813 311	243 356
Times-Herald (S)	2 541 363	486 606	2 668 572	274 129
Grand Total	18 652 421	1 496 576	16 484 635	1 192 820
DENVER, CO				
Rocky Mountain News (M)	6 489 868	——	5 566 975	——
Rocky Mountain News (S)	1 571 209	2 332	1 659 110	——
Post (M)	3 654 655	325 219	3 413 486	207 127
Post (S)	2 344 773	38 744	2 628 716	59 256
Grand Total	14 060 505	366 295	13 268 287	266 383
DETROIT, MI				
Free Press (M)	2 009 537	945 616	1 947 670	961 319
Free Press (S)	758 583	337 214	894 052	307 071
News (Ad)	2 725 926	543 005	2 644 840	771 853
News (S)	1 525 412	252 075	1 778 075	302 173
Grand Total	7 019 458	2 077 910	7 267 637	2 342 416
***ERIE, PA**				
Times (E)	1 547 041	59 903	1 393 848	29 368
Times News (S)	1 040 397	124 448	1 118 038	41 384
Grand Total	2 587 438	180 852	2 511 886	70 752
FORT WAYNE, IN				
Journal Gazette (M)	1 464 901	——	1 535 534	——
Journal Gazette (S)	860 049	——	1 004 849	——
News Sentinel (E)	1 783 073	——	1 835 457	——
Grand Total	4 108 013	——	4 375 830	——
GARY, IN				
Post-Tribune (E)	976 178	216 090	938 224	163 716
Post-Tribune (S)	374 206	70 700	445 998	86 100
Grand Total	1 350 384	286 790	1 384 222	249 816
GREENWICH STAMFORD, CT				
Time (E)	1 466 076	——	1 507 880	——
Time (S)	693 245	——	831 337	——
Advocate (E)	2 097 083	——	1 933 474	65 044
Advocate (S)	774 603	——	883 217	——
Grand Total	5 251 007	——	5 155 358	65 044
HARTFORD, CT				
Courant (M)	3 083 553	603 731	2 679 504	451 559
Courant (S)	1 467 241	1 627 073	1 653 122	1 266 311
Grand Total	4 550 794	2 230 804	4 332 626	1 717 870
HONOLULU, HI				
Advertiser (M)	2 745 488	——	2 629 340	——
Star Bulletin (E)	3 679 808	——	3 478 556	——
Star Bulletin & Advertiser (S)	1 451 512	——	1 371 794	——
Grand Total	6 825 608	——	6 517 689	——
HOUSTON, TX				
Chronicle (Ad)	2 181 931	619 990	6 537 599	472 308
Chronicle (S)	2 636 784	467 525	2 771 378	508 177
Post (M)	4 264 125	558 360	4 351 173	346 765
Post (S)	1 440 386	363 790	1 710 912	393 296
Grand Total	15 533 226	2 008 765	15 971 061	1 720 546
LONG BEACH, CA				
Press Telegram (M)	2 183 197	707 457	1 861 748	857 966
Press Telegram (S)	832 372	77 056	909 433	180 800
Grand Total	3 015 479	784 513	2 771 181	1 038 566
LONG ISLAND, NY				
Newsday (E)	3 482 826	1 190 230	3 153 411	887 467
Newsday (S)	1 591 091	1 256 954	1 968 679	1 359 554
Grand Total	5 073 917	2 447 184	5 122 030	2 247 015
LOS ANGELES, CA				
Times (M)	6 147 408	4 377 910	5 080 870	3 363 354
Times (S)	3 052 011	1 562 464	3 055 687	1 658 063
Herald Examiner (M)	1 030 313	299 534	974 165	301 483
Herald Examiner (S)	294 436	36 173	289 942	116 155
Grand Total	10 524 168	6 376 081	9 380 664	5 441 055
LOS ANGELES SAN FERNANDO VALLEY, CA				
News (M)	3 745 533	480 680	2 973 134	519 029
News (S)	1 269 896	46 448	1 264 124	210 448
Grand Total	5 015 429	527 128	4 237 258	729 477
LOS ANGELES TORRANCE				
Breeze (E)	3 132 584	——	2 397 500	——
Breeze (S)	1 010 884	——	1 104 992	——
Grand Total	4 143 468	——	3 502 492	——
LOUISVILLE, KY				
Courier-Journal (M)	1 892 008	354 804	1 696 616	238 176
Times (E)	2 002 395	672 382	1 776 072	480 845
Courier-Journal (S)	1 607 848	3 935	1 773 064	7 529
Grand Total	5 502 251	1 031 121	5 245 752	726 550
MACON, GA				
Telegraph & News (M)	1 345 456	541 786	1 090 516	336 924
Telegraph & News (S)	648 830	359 198	853 524	177 296
Grand Total	1 994 286	900 984	1 944 040	514 220
MIAMI, FL				
Herald (M)	2 769 058	——	2 631 013	——
Herald (S)	1 430 021	——	1 793 129	——
News (E)	1 228 591	——	1 196 136	——
Grand Total	5 427 670	——	5 620 278	——
MINNEAPOLIS, MN				
Star & Tribune (Ad & Sat)	2 512 124	436 936	2 096 638	248 932
Tribune (S)	2 215 678	——	2 365 900	5 604
Grand Total	4 727 802	436 936	4 461 538	246 736
NASHVILLE, TN				
Banner (E)	1 694 792	469 484	1 390 428	341 929
Tennessean (M)	1 696 275	469 484	1 400 324	342 074
Tennessean (S)	1 051 775	338 332	1 120 860	331 812
Grand Total	4 442 842	1 277 300	3 911 612	1 015 764
NEW YORK, NY				
Times (M)	3 630 177	357 547	3 161 755	383 928
Times (S)	3 560 047	1 955 244	3 847 989	2 221 230
News (M)	1 350 396	2 156 953	1 293 458	1 661 548
News (S)	577 683	1 274 263	701 934	1 490 403
Post (Ad)	1 209 384	——	1 132 327	——
Grand Total	10 327 687	5 754 007	10 137 463	5 757 109
NEWARK, NJ				
Star-Ledger (M)	4 437 579	156 209	3 826 195	154 789
Star-Ledger (S)	2 958 929	475 396	3 400 172	419 220
Grand Total	7 396 499	633 605	7 226 367	574 009
OAKLAND, CA				
Tribune (M)	1 867 356	690 922	1 663 968	342 267
Tribune (S)	831 638	348 040	1 027 424	387 180
Grand Total	2 698 994	1 038 963	2 691 392	729 967
ORANGE COUNTY, CA				
Register (Ad)	5 924 343	1 429 735	4 933 999	390 128
Register (S)	2 106 953	111 656	2 132 035	74 328
Grand Total	8 031 296	1 540 791	7 066 034	464 456
ORLANDO, FL				
Sentinel (Ad)	2 042 494	392 358	2 960 321	322 120
Sentinel (S)	840 483	338 864	1 350 844	402 784
Grand Total	2 882 977	731 222	4 301 165	724 904
PHILADELPHIA, PA				
Inquirer (M)	2 617 756	702 753	2 326 703	651 274
Inquirer (S)	1 802 305	624 006	2 055 644	576 737
News (E)	1 332 092	36 664	1 237 239	66 864
Grand Total	5 752 153	1 363 423	5 621 586	1 294 875
PHOENIX, AZ				
Arizona Republic (M)	3 823 414	172 998	3 348 795	158 231
Arizona Republic (S)	2 425 458	——	1 784 839	——
Gazette (E)	3 695 300	175 098	3 222 556	161 344
Grand Total	9 944 172	348 096	8 356 190	319 575
PORTLAND, OR				
Oregonian (AM&S)	5 662 832	——	5 444 908	——
Grand Total	5 662 832	——	5 444 908	——
PROVIDENCE, RI				
Bulletin (E)	1 606 640	875 246	1 580 912	602 624
Journal (M)	1 887 317	620 262	1 874 809	381 437
Journal (S)	1 924 082	217 024	1 986 733	246 400
Grand Total	5 418 034	1 712 532	5 442 454	1 230 461
ROCHESTER, NY				
Democrat & Chronicle (M)	1 981 952	167 912	1 819 572	139 081
Democrat & Chronicle (S)	1 249 307	192 000	1 393 474	127 660
Times-Union (E)	1 739 330	153 735	1 747 386	164 231
Grand Total	4 970 589	513 647	5 060 432	430 972
SACRAMENTO, CA				
Bee (M&S)	6 501 106	447 965	6 993 980	——
Grand Total	6 501 106	447 965	6 993 980	——
ST. LOUIS, MO				
Post-Dispatch (M)	2 942 204	919 569	1 769 311	214 494
Post-Dispatch (S)	2 509 441	——	2 693 050	——
Grand Total	5 051 645	919 569	4 452 361	214 494
ST. PAUL, MN				
Pioneer Press (M)	1 694 494	——	1 398 616	——
Pioneer Press (S)	1 556 361	——	1 667 945	——
Dispatch (E)	1 727 940	179 645	1 419 914	148 020
Grand Total	4 978 695	179 645	4 484 675	148 020
SAN ANTONIO, TX				
Express (M)	2 933 246	493 674	2 677 908	336 196
Express News (S)	1 534 016	336 096	1 732 218	419 578
Express News (Sat)	875 715	——	757 904	——
News (E)	2 873 708	344 020	2 389 629	303 428
Light (E)	2 670 171	600 391	2 415 315	321 398
Light (S)	1 393 247	429 483	1 570 668	382 222
Light (Sat)	701 599	——	573 097	——
Grand Total	12 981 702	2 203 664	12 116 739	1 762 772
SAN DIEGO, CA				
Union (M)	4 258 341	251 231	3 673 401	381 149
Union (S)	1 973 173	——	1 951 688	——
Tribune (E)	4 454 608	243 552	3 868 053	380 802
Grand Total	10 686 122	494 783	9 493 142	761 951
SAN FRANCISCO, CA				
Chronicle (M)	2 663 021	1 118 842	2 302 000	914 733
Examiner (E)	2 691 992	1 090 383	2 362 596	928 104
Examiner & Chronicle (S)	1 241 239	578 080	1 504 820	539 172
Grand Total	6 606 252	2 787 305	6 069 416	2 382 009
SAN JOSE, CA				
Mercury News (Ad)	5 811 805	793 946	4 928 201	645 188
Mercury News (S)	2 423 005	——	2 517 196	——
Grand Total	8 234 810	793 946	7 445 397	645 188
***SHREVEPORT, LA**				
Journal (E)	1 754 923	139 420	1 482 413	65 260
Times (M)	2 252 161	319 920	1 976 519	90 540
Times (S)	1 190 171	100 532	1 357 985	143 720
Grand Total	5 197 255	559 872	4 816 984	299 520
STATE COLLEGE, PA				
Centre Times (E)	1 729 910	32 942	1 449 974	37 646
Centre Times (S)	501 508	——	562 128	——
Grand Total	2 231 418	32 942	2 062 102	37 646
SYRACUSE, NY				
Herald Journal (E)	1 866 778	538 386	1 975 533	348 864
Herald American (S)	1 028 601	266 674	1 292 244	328 299
Post-Standard (M)	1 510 732	481 928	1 390 977	538 265
Grand Total	4 406 311	1 287 188	4 658 754	1 115 423
TAMPA, FL				
Tribune (Ad)	4 230 965	1 426 629	3 403 651	1 022 453
Tribune (S)	2 149 632	——	2 351 590	——
Grand Total	6 380 597	1 426 629	5 755 251	1 022 453
TOLEDO, OH				
Blade (E)	1 577 662	——	1 341 901	——
Blade (S)	1 142 806	——	1 098 554	——
Grand Total	2 720 468	——	2 440 455	——
TORONTO, CANADA				
Sun (M)	2 035 570	19 216	1 781 364	6 926
Sun (S)	774 315	31 864	807 211	32 064
Globe & Mail (M)	3 237 740	243 006	3 596 675	292 178
Grand Total	5 947 625	294 086	6 197 250	333 170
WASHINGTON, DC				
Post (M)	5 962 304	682 121	5 216 550	744 796
Post (S)	2 646 577	455 630	2 939 743	512 752
Grand Total	8 608 881	1 137 751	8 156 293	1 257 548
Alexandria Journal (M)	1 163 693	——	918 781	——
Prince George's Journal (M)	1 072 053	——	852 673	——
Montgomery Journal (M)	1 041 664	——	843 571	3 080
Fairfax Journal (M)	1 054 976	——	947 550	——
Arlington Journal (M)	1 164 023	——	1 184 303	——
Grand Total	5 496 409	——	4 746 878	3 080
WEST PALM BEACH, FL				
Post (M)	2 273 984	364 560	2 267 756	364 488
Times (E)	1 561 974	8 755	1 291 380	21 976
Post (S)	1 650 366	149 066	2 057 164	167 113
Grand Total	5 486 324	522 381	5 616 300	553 577
WESTCHESTER ROCKLAND, NY				
Reporter Dispatch (E)	1 389 200	248 648	1 567 829	335 252
Reporter Dispatch (S)	1 055 859	291 768	1 117 895	358 092
Grand Total	2 845 059	570 416	2 685 724	763 544
WICHITA, KS				
Eagle-Beacon (M)	2 136 268	——	1 855 536	——
Eagle-Beacon (S)	1 111 815	——	1 125 459	——
Grand Total	3 248 083	——	2 980 995	——

Source: Media Records

Linage figures have been provided by Media Records for the exclusive publication of Advertising Age. They may not be reprinted or published in any form without expect permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Report Service, total advertising linage shown were provided by the newspaper to Media Records and included in this compilation.

CONVERSION METHODOLOGY

Due to the introduction of the SAU 6 column format, Media Records applies the following conversion methodology to report comparable figures (1984 month vs. 1983 data) for newspapers that changed column formats in 1984. These newspapers are indicated with an asterisk (*).

7 column tabloids which have adopted a 5 column tabloid format are converted back to the original 7 column format.

8 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 8 column formats.

9 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 9 column formats.

NOTE: News all day and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective May 1, 1984. In order to present comparable measurements, the six column linage has been converted by Media Records to nine column linage.

Constitution morning, Journal evening, Journal & Constitution Saturday and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective April 30, 1984. In order to present comparable measurements the six column linage has been converted by Media Records to eight column linage.

NOTE: Sun morning and Sun evening started publication of a combined Saturday edition effective March 24, 1984. The linage is shown only in the Sun morning.

NOTE: Record evening published five days a week only.

NOTE: Globe changed from all day publication to morning publication effective April 2, 1984.

NOTE: Figures supplied by publisher to Media Records.

NOTE: News evening published five days a week only.

NOTE: Sun-Times (M) and Sun-Times (S) changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective April 30, 1984. In order to present comparable measurements the six column linage has been converted by Media Records to nine column linage.

NOTE: Enquirer (M) and Enquirer (S) changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective April 30, 1984. In order to present comparable measurements the six column linage has been converted by Media Records to nine column linage.

NOTE: Figures supplied by publisher to Media Records.

NOTE: Figures supplied by publisher to Media Records.

NOTE: Figures supplied by publisher to Media Records.

NOTE: Press Telegram morning and evening sold in combination Monday through Friday. Linage of one edition Press Telegram morning is shown.

NOTE: Part run figures not available.

NOTE: Part run figures not available.

NOTE: 1983 figures supplied by publisher to Media Records. 1983 part run daily is TMC and Community linage only. 1983 part run Sunday is Country linage only.

NOTE: 1984 figures supplied by publisher to Media Records. 1983 part run figures not available.

NOTE: Part run figures supplied by publisher to Media Records. 1983 figures are projected to a six column format as supplied by publisher.

Arizona Republic morning and Sunday, and Gazette evening changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective August 19, 1984.

NOTE: Figures supplied by publisher to Media Records.

NOTE: 1984 figures supplied by publisher to Media Records. Bulletin evening and Journal morning have a combined Saturday edition. The linage is shown only in the Journal morning.

NOTE: Times Union evening published five days a week only.

NOTE: 1983 figures supplied by publisher to Media Records.

NOTE: Figures supplied by publisher to Media Records. Post-Dispatch changed from evening publication to morning publication effective February 27, 1984.

Post-Dispatch evening and Sunday changed from a nine column width (2709 lines per page) to a six column width (1890 lines per page) effective August 1, 1983.

NOTE: Pioneer Press morning and Dispatch evening have a combined Saturday edition. The linage is shown only in the Dispatch evening.

NOTE: News evening and Light evening published five days a week only.

NOTE: Figures supplied by publisher to Media Records.

NOTE: Alexandria Journal morning, Prince George's Journal morning, Montgomery Journal morning, Fairfax Journal morning and Arlington Journal morning published five days a week only.

NOTE: Figures supplied by publisher to Media Records.

Times evening published five days a week only.

NOTE: Figures supplied by publisher to Media Records.

NOTE: Part run figures not available.